

Programme Specification



1. **Programme title** BSc (Hons) International Tourism Management
2. **Awarding institution** Middlesex University
3. **Teaching institution** Middlesex University (Hendon) / Middlesex University (Dubai)
- 3b **Language of study** English
- 4a **Valid intake dates** September
- 4b **Mode of study** FT/PT/TKSW/THSW for each intake
- 4c **Delivery method** On-campus/Blended
5. **Professional/Statutory/Regulatory body** N/A
6. **Apprenticeship Standard** N/A
7. **Final qualification(s) available** BSc (Hons) International Tourism Management
8. **Academic year effective from** 2024/25
9. **Criteria for admission to the programme**

Middlesex University general entry requirements apply, including GCSE's (grade 4 to 9) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

Specific programme requirements are 96 UCAS points or equivalent. Applicants not meeting this may be eligible to join at year zero, the foundation year. We accredit prior experiential learning and welcome mature applicants with suitable life skills and work experience.

10. Aims of the programme

The programme aims to:

- Produce graduates who are creative, enterprising and innovative, as well as adaptable to change, effective communicators, capable of working individually, in teams and across cultures.

- Build the capacity of students to become strategic problem-solvers in the context of experiential and practice-based teaching and learning scenarios.
- Ensure students develop critical understanding of the relationships and synergies between the different sub-components of the international tourism super-structure.
- Facilitate student understanding of the centrality of equality, inclusion, and social justice within decision-making processes central to the contemporary global tourism industry.
- Equip students with the knowledge, skills and confidence to carry out rigorous independent research and to showcase high levels of industry-relevant digital literacy.
- Enable students to develop a comprehensive, critically-informed understanding of the main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of Tourism studies.
- Promote student knowledge and understanding of major sustainability challenges facing tourism, the UN Sustainable Development Goals (SDGs), and the rise of the 'ethical tourism' paradigm.
- Develop graduates with a nuanced understanding of the complexity of the international policy-making landscape within which tourism takes place.
- Ensure students acquire the relevant numeric and entrepreneurial skills in order to enhance their employability credentials in the contemporary global labour market.
- Ensure students have a holistic, ambition-infused understanding of the career options open to them in travel and tourism management, events, hospitality, aviation, other public transport sectors, museums, and destination management.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

- 1) The ways in which creativity can assist in successfully responding to many of the challenges faced by the contemporary global tourism industry.
- 2) The growing importance of equity, inclusion and social justice within touristic decision-making at local, national and international levels.
- 3) The main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of Tourism studies.
- 4) The range of sustainability challenges facing the contemporary global tourism industry and how key stakeholders are attempting to address these e.g. UN SDGs
- 5) The complexity of the international policy-making landscape within which tourism takes place.
- 6) A range of different approaches concerning innovation within tourism organisations.
- 7) The diverse range of career options provided by the travel, tourism and hospitality sectors.

Teaching/learning methods

Students gain knowledge and understanding through:

A range of methods will be used including key concept videos, role plays, and reading-based discussions. Interactive, student led learning activities will take place during face-to-face seminars, workshops and tutorials. There will be a strong emphasis on diverse, practice-based approaches to teaching and learning which will be fully supported by a wide range of online materials via the Mylearning facility. Key concept videos will concisely introduce and examine key ideas and how they relate to real world scenarios. Seminars, workshops and tutorials will be highly interactive and provide stimulating fora for exchanging ideas while developing critical thinking skills. Q & A sessions, polls, quizzes and role plays will assist in the development of practice-based knowledge and understanding.

Assessment methods

Students' knowledge and understanding is assessed by:

A variety of authentic, industry-relevant methods of assessment will be deployed to benchmark students' learning. These will include a range of innovative, practice-based assessment tasks (for example, the design and delivery of a themed, real-world walking tour, e-portfolios, or production of a podcast), various forms of digital, video or poster-based assignments, as well as reports, group projects, fieldwork, individual and group presentations and reflective learning journals. Such forms of assessment enable students to demonstrate understanding of theory and practice, the ability to assemble evidence and use it to solve problems, awareness of different approaches and the capacity to sustain a coherent and reasoned argument. Written assignments allow students to demonstrate their understanding of a range of concepts and issues by way of responding to a clear brief. Other coursework methods, e.g. fieldwork reports, assess students' ability to assemble a range of materials and apply them effectively to the resolution of a particular problem. Students are given detailed formative and summative feedback on their coursework, presentations and other forms of assessment to enable them to further progress their skills.

B. Skills

On completion of this programme the successful student will be able to:

- 1) Deploy essential skills relevant to the operation and strategic management of international tourism in a variety of contexts.
- 2) Demonstrate high level communication skills (oral, digital and written)
- 3) Successfully apply graduate-level numeracy skills relevant to tourism and business.
- 4) Apply relevant research skills in response to different tourism-related case study or project-based scenarios.
- 5) Access, select and critically analyse a range of learning resources using digital technology and relevant software to manage and present material creatively.

- 6) Demonstrate autonomy in taking responsibility for their own work and development within a supported framework.
- 7) Demonstrate the ability to work flexibly and with empathy, either alone or as part of a team.

Teaching/learning methods

Students learn skills through participation in:

A range of interactive learning processes, practice-based scenarios and experiential activities. These will encompass the development of key digital, communication and numeracy skills that we know are highly valued by contemporary employers. They will acquire the skills necessary to produce short videos, podcasts and e-posters. These things will be achieved by way of workshops that will challenge students to become innovative, entrepreneurial, agile learners who are both resilient, but also adaptable to the rapidly changing nature and requirements of the contemporary global tourism industry. Building the capacity of students to be both successful autonomous learners, but also effective collaborators is also central to the manner in which skills development will be embedded within the curriculum.

Assessment methods

Students’ skills are assessed by:

A wide range of different assessment tasks which have been carefully designed to ensure students incrementally acquire the range of skills and practical abilities required to become high-performing leaders and change-makers within the context of the contemporary global tourism industry. Ensuring students master the key technologies that underpin operation of much of the industry is a key priority. To that end, students will be required to produce – to professional standards - short videos, podcasts, e-posters and e-portfolios, all of which will require them to demonstrate the ability to engage flexibly, critically and pragmatically with relevant digital platforms and technologies. Communication skills (oral, written and digital) will be both developed and tested by the diverse, practice-based forms of assessment deployed across the programme. And core leadership skills will be fostered by way of the various group-based, or collaborative, tasks that students will be required to undertake.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Structure of the programme

Full time

Year 1

Semester 1	Semester 2
MKT1120 Marketing Theory and Practice (30)	TOU1004 Tourism, Community and Social Justice (30)
MGT1310 Management in the Global Environment (30)	MSO1750 Data and Digital Technologies (30)

Year 2

Semester 1	Semester 2
MKT2001 Marketing Research and Insights (30)	TOU2005 Destination Management (15) TOU 2030 Experiencing a World Tourism City (15)
TOU2010 Tourism Management: HRM, Customers and Revenue (30)	TOU2003 The Tourism Industry and Sustainability (30)

Year 3

Semester 1	Semester 2
TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)

Options (Chose 1 in each semester of the 2)

TOU3923 Heritage, Tourism and Digital Media (30)	TOU3004 Consulting Project for Tourism (30)
TOU3033 Aviation and Passenger Transport Management (30)	TOU3030 Hospitality Management (30)

Full time thick sandwich (Hendon Campus)

Semester 1	Semester 2
MKT1120 Marketing Theory and Practice (30)	TOU1004 Tourism, Community and Social Justice (30)
MGT1310 Management in the Global Environment (30)	MSO1750 Data and Digital Technologies (30)

Year 2

Semester 1	Semester 2
MKT2001 Marketing Research and Insights (30)	TOU2005 Destination Management (15) TOU2030 Experiencing a World Tourism City (15)
TOU 2010 Tourism Management: HRM, Customers and Revenue (30)	TOU2003 The Tourism Industry and Sustainability (30)

Year 3

MBS3010 Work Placement (90 credits) and
MBS3009 Work Placement Portfolio (30 credits)

Year 4

Semester 1	Semester 2
TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)

Options (Chose 1 in each semester of the 2)

TOU3923 Heritage, Tourism and Digital Media (30)	TOU3004 Consulting Project for Tourism (30)
TOU3033 Aviation and Passenger Transport Management (30)	TOU3030 Hospitality Management (30)

Full time thin sandwich (Hendon Campus)

Semester 1	Semester 2
MKT1120 Marketing Theory and Practice (30)	TOU1004 Tourism, Community and Social Justice (30)
MGT1310 Management in the Global Environment (30)	MSO1750 Data and Digital Technologies (30)

S1

MBS2002 Work Experience 1 (60 credits)

Year 2

Semester 1	Semester 2
MKT2001 Marketing Research and Insights (30)	TOU 2005 Destination Management (15) TOU 2030 Experiencing a World Tourism City (15)
TOU 2010 Tourism Management: HRM, Customers and Revenue (30)	TOU2003 The Tourism Industry and Sustainability (30)

S2

MBS3003 Work Experience 2 (30 credits) and
MBS3009 Work Experience Portfolio (30 credits)

Year 3

Semester 1	Semester 2
TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)

Options (Chose 1 in each semester of the 2)

TOU3923 Heritage, Tourism and Digital Media (30)	TOU3004 Consulting Project for Tourism (30)
TOU3033 Aviation and Passenger Transport Management (30)	TOU3030 Hospitality Management (30)

Part time

Year 1

Semester 1	Semester 2
MKT1120 Marketing Theory and Practice (30)	TOU1004 Tourism, Community and Social Justice (30)

Year 2

Semester 1	Semester 2
MGT1310 Management in the Global Environment (30)	MSO1750 Data and Digital Technologies (30)

Year 3

Semester 1	Semester 2
MKT2001 Marketing Research and Insights (30)	TOU 2005 Destination Management (15) TOU 2030 Experiencing a World Tourism City (15)

Year 4

Semester 1	Semester 2
TOU 2010 Tourism Management: HRM, Customers and Revenue (30)	TOU2003 The Tourism Industry and Sustainability (30)

Year 5

Semester 1	Semester 2
TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)

Year 6

Semester 1	Semester 2
Choose one from	Choose one from
TOU3923 Heritage, Tourism and Digital Media (30)	TOU3004 Consulting Project for Tourism (30)
TOU3033 Aviation and Passenger Transport Management (30)	TOU3030 Hospitality Management (30)

12.2 Levels and modules

Level 4

Compulsory

Students must take all of the following:

MKT1120 Marketing Theory and Practice (30)

MGT1310 Management in the Global Environment (30)

TOU1004 Tourism, Community and Social Justice (30)

MSO1750 Data and Digital Technologies (30)

Optional

N/A

Progression requirements

Students must pass at least 90 credits to progress to Level 5.

To achieve Honours, failed credit will need to be repeated.

Level 5

Compulsory

Students must take all of the following:

MKT2001 Marketing Research and Insights (30)

TOU2003 The Tourism Industry and Sustainability (30)

TOU 2005 Destination Management (15)

TOU 2030 Experiencing a World Tourism City (15)

TOU 2010 Tourism Management: HRM, Customers and Revenue (30)

Optional

N/A

Progression requirements

Students must have passed at least 210 credits to progress to Level 6.

*To achieve Honours, failed credit will need to be repeated.**

Level 6

Compulsory

Students must take all of the following:

TOU3026 Event Planning and Management (30)

TOU3010 Tourism Strategy, Policy and Innovation (30)

Optional

Students must also choose 1 from the following (semester 1):

TOU3923 Heritage, Tourism and Digital Media (30)

TOU3033 Aviation and Passenger Transport Management (30)

Students must also choose 1 from the following (semester 2):

TOU3004 Consulting Project for Tourism (30)

TOU3030 Hospitality Management (30)

Progression requirements

*Please refer to your programme page on the website re availability of option modules

12.3 Non-compensatable modules

Module level

N/A

Module code

All modules are compensatable

13. Information about assessment regulations

This programme will run in line with general University Regulations:

https://www.mdx.ac.uk/_data/assets/pdf_file/0034/759256/FINAL-Regulations-2023-24.pdf

14. Placement opportunities, requirements and support (if applicable)

Students at the Hendon Campus will be able to undertake either a 12-month placement at the end of year 2, or two shorter placements which will take place throughout year 1 and the summer before year 2 and throughout year 2 and the summer before year 3. MDX Works will provide support and advice in the search for an appropriate employer and provides students with appropriate guidance and support in preparation for, during, and after the placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the placement

15. Future careers / progression

We are strongly committed to ensuring that graduates are well-situated to secure appropriate, graduate-level employment in whichever sub-sector of the industry they are most enthusiastic about. It is our belief that the strong practice-based, experiential focus of the programme, in combination with targeted support for MDX Works, and other sources, will ensure this occurs. We are also mindful of the opportunities for graduates to pursue related programmes of post-graduate study to further enhance their employability credentials.

16. Particular support for learning

- Programme induction workshop for all students within the first induction week.
- All academics in the department, including programme leaders provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- Availability of guidance from library staff, including a dedicated Tourism subject Librarian.
- E-mail access to academics and support services.
- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.

- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students progress on their programme.

17. HECos code(s) 100100

18. Relevant QAA subject benchmark(s) Events, Hospitality, Leisure, Sport and Tourism

19. Reference points

- QAA Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism 2023.
- The UK Quality Code for Higher Education 2023.
- The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies 2024.
- QAA and Advance HE; Education for Sustainable Development Guidance.
- Middlesex University Regulations 2023-24.
- Middlesex University Strategy 20231 – Knowledge into Action.
- Middlesex University Graduate Competencies.
- Middlesex University 2031 Learning Framework.
- Middlesex University Learning and Quality Enhancement Handbook (LQEH)
<https://www.mdx.ac.uk/about-us/policies/academic-quality/handbook>

20. Other information

N/A

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BSc (Hons) International Tourism Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding

A1	The ways in which creativity can assist in successfully responding to many of the challenges faced by the contemporary global tourism industry.
A2	The growing importance of equity, inclusion and social justice within touristic decision-making at local, national and international levels.
A3	The main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of Tourism studies.
A4	The range of sustainability challenges facing the contemporary global tourism industry and how key stakeholders are attempting to address these e.g. UN SDGs.
A5	The complexity of the international policy-making landscape within which tourism takes place.
A6	A range of different approaches concerning innovation within tourism organisations.
A7	The diverse range of career options provided by the travel, tourism and hospitality sectors.

Skills

B1	Deploy essential skills relevant to the operation and strategic management of international tourism in a variety of contexts.
B2	Demonstrate high level communication skills (oral, digital and written)
B3	Successfully apply graduate-level numeracy skills relevant to tourism and business.
B4	Apply relevant research skills in response to different tourism-related case study or project-based scenarios.
B5	Access, select and critically analyse a range of learning resources using digital technology and relevant software to manage and present material creatively.
B6	Demonstrate autonomy in taking responsibility for their own work and development within a supported framework.
B7	Demonstrate the ability to work flexibly, either alone or as part of a team.

		A 1	A 2	A 3	A 4	A 5	A 6	A 7	B 1	B 2	B 3	B 4	B 5	B 6	B 7
Marketing Theory and Practice (30 credits)	MKT 1120	X	X						X		X		X	X	
Management in the Global Environment (30 credits)	MGT 1310	X	X		X	X	X		X	X				X	X
Tourism, Community and Social Justice (30 credits)	TOU 1004	X	X	X	X	X		X	X	X		X	X	X	X
Data and Digital Technologies (30 credits)	MSO 1750	X					X		X	X	X		X		X
Marketing Research and Insights (30 credits)	MKT 2001			X				X	X	X	X	X	X	X	X
Tourism Management: HRM, Customers and Revenue (30 credits)	TOU 2010	X	X		X			X	X	X	X	X	X	X	X
Destination Management (15 credits)	TOU 2005	X	X		X	X	X	X	X	X	X	X	X	X	X
Experiencing a World Tourism City (15 credits)	TOU 2030	X			X	X		X	X	X		X	X	X	X
The Tourism Industry and Sustainability (30 credits)	TOU 2003	X	X		X	X	X		X	X	X	X	X	X	X
Event Planning and Management (30 credits)	TOU 3026	X	X		X			X	X	X	X	X	X	X	X
Hospitality Management (30 credits)	TOU 3030	X	X		X			X	X	X	X	X	X	X	X
Aviation and Passenger Transport Management (30 credits)	TOU 3033		X		X	X	X	X	X	X	X	X	X	X	X
Tourism Strategy, Policy and Innovation (30 credits)	TOU 3010	X	X	X	X	X	X		X	X		X	X	X	X
Consulting Project for Tourism (30 credits)	TOU 3004	X		X			X	X		X		X	X	X	X
Heritage, Tourism and Digital Media (30 credits)	TOU 3923	X	X		X	X		X	X	X	X	X	X	X	X

<http://www.mdx.ac.uk/about-us/policies/academic-quality/handbook/>

Last reviewed 25.09.23